

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
American Skandia Life Assurance Corporation		02/25/2004	CORPORATION: CONNECTICUT

RECEIVING PARTY DATA

Name:	The Prudential Insurance Company of America
Street Address:	751 Broad Street
City:	Newark
State/Country:	NEW JERSEY
Postal Code:	07102
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	1886712	ADVISORS CHOICE
Registration Number:	2421778	AS GOODWILL
Registration Number:	2378456	AS PRO
Registration Number:	2421789	AS TROPHY
Registration Number:	1946229	AS(K)
Registration Number:	1575494	LIFEVEST
Registration Number:	2704687	STRATEGIST SOLUTIONS
Registration Number:	2398232	WHERE TO INVEST
Serial Number:	78137814	APEX
Serial Number:	78133112	GET AHEAD. WE'RE BEHIND YOU.
Serial Number:	78127465	GUARANTEED RETURN OPTION (GRO)
Serial Number:	78137813	XTRA CREDIT

CORRESPONDENCE DATA

Fax Number: (973)367-7121

TRADEMARK
REEL: 002803 FRAME: 0397

CH \$315.00 1886712

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 973-802-3057
Email: sue.nam@prudential.com
Correspondent Name: Sue J. Nam, Esq.
Address Line 1: 751 Broad Street
Address Line 2: 21st Floor
Address Line 4: Newark, NEW JERSEY 07102

NAME OF SUBMITTER:

Henry Kwong

Total Attachments: 3

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Assignment of Trademarks

WHEREAS, American Skandia Life Assurance Corporation, a corporation organized under the laws of the State of Connecticut having a place of business at 1 Corporate Drive, P.O. Box 883, Shelton, Connecticut 06484 ("ASLAC" or "Assignor") is the owner of the marks identified on Schedule 1 (collectively, the "Trademarks");

WHEREAS, The Prudential Insurance Company of America, a corporation organized under the laws of the State of New Jersey having a place of business at 751 Broad Street, Newark, New Jersey 07102 ("Prudential" or "Assignee"), is desirous of acquiring said Trademarks and the registrations and/or applications to register thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASLAC does hereby assign and transfer to Prudential all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the marks, the portion of the business to which said marks pertain, the identified registrations and/or applications to register thereof, all common law rights in said marks, the right to sue and recover for all damages for past and future infringements of ASLAC's rights in the marks, and the right to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation, opposition or other proceeding in connection with said marks. This right, title and interest is to be held and enjoyed by Prudential and Prudential's successors and assigns as fully and exclusively as it would have been held and enjoyed by ASLAC had this assignment not be made.


ASLAC further agrees that it will take, or cause to be taken, all such other and further action as may reasonably be required by Prudential in order to effect the assignment contemplated hereby.

[SIGNATURE APPEARS ON THE FOLLOWING PAGE]

Schedule 1: Trademarks and Service Marks

Mark	Registration No.	Application No.
ADVISOR'S CHOICE	1,886,712	
APEX		78/137814
AS GOODWILL	2,421,778	
AS PRO	2,378,456	
AS TROPHY	2,421,789	
AS(K)	1,946,229	
GET AHEAD. WE'RE BEHIND YOU.		78/133112
GUARANTEED RETURN OPTION (GRO)		78/127465
LIFEVEST	1,575,494	
STRATEGIST SOLUTIONS	2,704,687	
WHERE TO INVEST	2,398,232	
XTRA CREDIT		78/137813

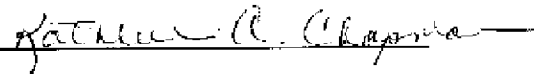
American Skandia Life Assurance Corporation

By: 
Name: William J. Marsh
Title: Executive Vice President

Date: February 25, 2004

State of Connecticut)
)
County of Fairfield) ss. Shelton

On this 25th day of February, 2004, before me appeared William J. Marsh, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation with authority to do so.



KATHLEEN A. CHAPMAN
NOTARY PUBLIC
MY COMMISSION EXPIRES OCT. 31, 2005